

February 2008

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Western Cape Craft Sector Newsletter



A take on soccer balls, by Heath Nash, Kunye, Streetwires and Mielle – made for the SoccerEx stand of Cape Town Routes Unltd

Exhibitions, shows and auctions

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ICONIC CRAFT EXHIBITION WELL RECEIVED

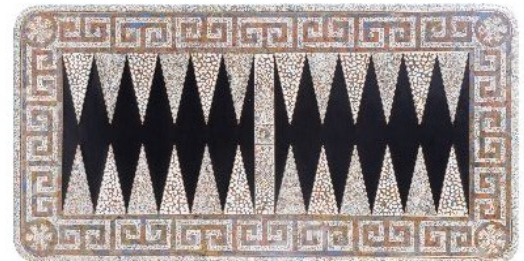
The ICONIC craft exhibition, on show in the Beam Gallery at Spier Estate for two months during December 2007 and January 2008, was extremely popular with visitors, according to comments from the visitors' book. Visitors from all over South Africa, and from Austria, the UK, America, Norway, Nigeria and Japan expressed their appreciation. The Beam Gallery proved to be a sympathetic and vibrant space, and exhibition stylists Kultja did a brilliant job of blending very different craftart expressions, using a wide variety of materials, into a cohesive display of the Best of the Western Cape. We also thank the craft artists who participated in the exhibition for their expressions of appreciation.



'Totally spellbound by this creative magic!' writes Anne Landon; 'Inspiring and beyond...' from Louise Crawford, UK; and 'There is energy and freshness' comments Coral Bijoux, Simangaliso Wetland Park. 'Wonderfully refreshing from the somewhat sterile US art scene!' observes Barbara Cousens van Gensan, USA, while Jan and Michelle from Cape Town take the bull by the horns with 'An inspiring and well laid out beautiful exhibition, which has successfully marketed the blurred boundaries between art, craft, function, etc, etc – may it stay!' A visitor from Honolulu, USA describes the exhibition as 'A conceptual Bliss of variety, amazing cultures, colours and vibrancy. Simply fantastic', and Madam Oyenike, from the Nike Centre for Art and Culture, OShogo, Nigeria simply says 'Beautiful art exhibition'.

Items from this exhibition will be showcased on the Cape Craft & Design Institute's stand at Design Indaba.

The opening on 1 December was attended by a buzzing and expectant crowd. Ten new Western Cape Craft Icons were announced and a number of products commended for Excellence. The new Icons are **Katherine Glenday** (Porcelain); **Haldane Martin** for his Zulu Mama chair; **Fabricnation** (Jane Solomon and Jann Cheifitz) for the development, marketing and export of unique fabric prints; **Avoova** (Gideon Engelbrecht) for innovative work in ostrich shell and leather; **Feeling African** (Willard Musarurwa) for the development, marketing and export of wire furniture; **Debbie Parsons** for extreme innovation in jewellery design; **Nuno** (Sue Kingsma) for innovative development of materials and marketing in fashion accessories; Elizabeth Vels for the innovative use of paper; The Bronze Age for the production and promotion of bronze items; and the **Bambanani bowl**, at present being produced by Zizamele Ceramics, as an Iconic item.



Avoova

All product photographs by Eric Miller.



New Icons: The Bambanani bowl



Feeling African



Fabricnation

VISIT CCDI STAND AT DESIGN INDABA

Design Indaba Expo 2008 has already pre-registered more than 160 local and international buyers. With still 3 weeks to go before the event, this is a significant increase on 2007, which recorded 112 buyers at the final event.

Of these buyers, 76 are local buyers and 74 international buyers from countries including the United States, United Kingdom, Australia, The Netherlands, South Korea and Dubai. A further 13 buyers have registered specifically for the jewellery showcase.

The CCDI will be featuring work drawn from the ICONIC craft exhibition on our stand **H1-3**, and will sell products from these craft producers in the adjacent shop on stand **H4-5**.

Featuring only original, contemporary and innovative product made and conceived in South Africa, the Design Indaba Expo has been the quintessential showcase of local creative products for five years. Annually growing in reputation and scope, the Expo has recorded exponential growth in both buyers and visitors with more than 20 000 visitors and 112 buyers last year.

CT INTERNATIONAL JAZZ FESTIVAL: 28–29 March 2008. Call for participants

Be part of this winning formula. For two days the Cape Town International Convention Centre will host one of the world's largest music extravaganzas, the Cape Town International Jazz Festival. This world-class festival has established South Africa's position on the international jazz circuit, drawing music enthusiasts from all over Africa and abroad.

Since 2002, the Cape Craft & Design Institute has organised the craft market within the CTIJF. Each year has shown growth in product range and sales. Last year's sales topped R55 000 in just two days! This year we are again looking for outstanding, innovative, high quality, exciting products from all categories to be exhibited and sold at the CTIJF. To secure your participation, register with Xoliswa on 021 460-3562 | phenyax@cput.ac.za before 8 February 2008.

'New' crafters (those that have not participated in previous CCDI events) need to also register and might be required to bring in samples of their work. A market-readiness programme and product development will be rolled out to assist you obtain maximum benefit from this event. You might also be required to sell at the stand during the Festival (this will be confirmed later).

Selection Criteria:

- All categories of craft products
- Products must be properly labeled
- High product quality (technical and design)
- Marketable and/or innovative designs
- Product diversity (i.e. many different treatments of the same material)
- Products which are South African in origin and design content
- Actual producers from the Western Cape only (rather than traders)

DECOREX CAPE : 25–28 April 2008 Call for retail shop participants

This year, the CCDI will be hosting a larger and better retail shop at Decorex Cape. We are looking for craft enterprises that produce work in the Homeware & Décor, Garden & Outdoor, Fashion Accessories & Jewellery (excluding clothing items), Gifts & Novelties categories.

The requirements are:

- Products must be properly labeled
- Product quality (technical and design)
- Marketable and/or innovative designs
- Product diversity (i.e. many different treatments of the same material)
- Products which are South African in origin and design content
- Actual producers from the Western Cape only (rather than traders)

This is a call for interested craft businesses to register their interest to participate. For more information or to register, call Xoliswa | 021 460-3562 | phenyax@cput.ac.za before 22 February 2008.

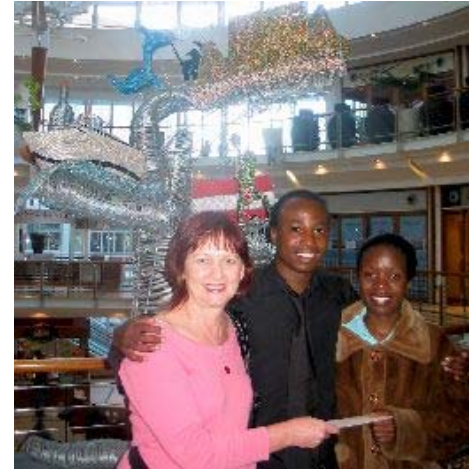
WIRE SCULPTURES SOLD ON FIRST WIRE ART AUCTION

The auction of wire art pieces from the **wire+plus** competition and exhibition was held on 29 November 2007 at the Clock Tower, V&A Waterfront. Auctioneer Joey Burke handled the small, tight auction with alacrity and 7 of the 10 wire art pieces were sold. Two pieces 'Madiba's ground' and 'Argus Fever' were sold for R55000 each.

The Nelson Mandela Foundation became the proud owner of Jeff Mwazha's chicken-wire sculpture (*here with Derek Bock from Eurocape, on behalf of the NMF, photo left*). David van der Hoeven from Scotland bought Andrew

Dombuleni's cyclist, made from wire and recycled cans and bottle-tops (*centre photo*).

Cape Town Tourism bought the art piece, 'Tree of Opportunity', designed by wire artist Takunda Gochera and completed by the other wire artists. Takunda tragically died during the competition. The proceeds have gone to his wife and family. **Your Business** magazine also donated money towards the family; below Lynette Roodt is handing the cheque to Tawanda Gochera, brother of Takunda, and Takunda's wife, Tsitsi Gochera.



FASHION ARENA @ DESIGN INDABA

Following the success in 2007, which boasted 20 000 visitors, Design Indaba have set aside a dedicated fashion arena that will host all-day fashion shows and a fashion boutique in 2008. Visitors to the Design Indaba Expo will pay R45 for unlimited access to the fashion and main floor.

Side-stepping the entire fashion week debate, this approach presents a united party under one roof, exposing both established and up-and-coming designers to buyers, the media and the public. Fashion designers, fashionistas, models, media and the public will rub shoulders as collective acknowledgement of the very real melting pot that explodes all over the streets from Jozi to eKapa. The likes of Sin, Hip Hop Afro Diva, Pambili, Darkie, I Love Leroy, Bongwiwe Walaza, Amanda Laird Cherry and Stiaan Louw have already confirmed their participation.

For further information and to participate, Contact Dirk de Waal at dirk@janmalan.com | 082-461-2080.

NGAMATHUBA ARTS AND CRAFT MARKET

A new Craft market on the Village Commanage, Wilderness ran every Sunday during December 2007, and will be running on the first and third Sundays of every month, from 9:30–15:00, during the year. This hi-season photograph indicates the popularity of the market. Contact Alewijn on 082-457-5675 or Mimi on 084-583-3144 to book.



Craft sector meeting

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February 6 sees the start of our annual **Craft Sector meetings**. Don't miss this first meeting for a fascinating reportback from **Erica Elk** on impressions and lessons from her Sabbatical trip in Italy and around Europe; **Erica and Khanya** will also report on their **dti** study tour to craft hubs in India; and visiting UK creative industries

entrepreneur, **Eckhard Thiemann**, will reflect on the state of Craft in the UK. He is assisting the CCDI to determine the viability of a Permanent Collection of Western Cape Craft. If you would like to contribute to this discussion, the Craft Sector meeting is held on the 3rd floor of the CCDI premises, 75 Harrington Street, East City Cape Town.

Article courtesy of *Design Indaba* magazine. Also see www.designindabamag.com.

New ideas are 10 a penny. Make sure you leverage the potential of your creation by adequately protecting your ingenuity. Frederick Mostert and Don MacRobert, authors of From Edison to iPod, offer this simple guide to intellectual property rights.



KILL THE COPY CAT

The design world is awash with new creative thinkers and people who have great ideas that often get translated into commercial reality. One is always encouraged by the creative ingenuity of a new inventor, designer or entrepreneur who makes things happen – and hopefully makes some money too.

Just think about it: There are constantly new shapes and designs coming onto the market. A new motorcar, for example, entails a considerable amount of work and creativity to ensure that the design of the car is not only functional to achieve best performance, but is also catchy and appealing to the eye. Without this catchiness, motorcars wouldn't sell so well.

Even in the packaging of food products and other essential items, there are so many different products that are undergoing a change in shape or design – even the new shape of a telephone. The i-Phone, for instance, has a neat design that fits easily into a pocket, with an appealing appearance to boot. However, it also contains a considerable amount of intellectual property.

In the face of this constant onslaught of new ideas, one can only really make money if one adequately protects one's ideas and creative works. Allow us to draw attention to the importance of protecting designs and copyright, as well as the brand or name that you use to sell and identify your product.

In South Africa one can obtain design protection for any new two- or three-dimensional design. Obtaining a design right gives a registrant exclusive rights over that particular design. This means that no third party can make or use a similar design. To do so could result in the user being sued by the registered design holder. To qualify, an object must have a specific appearance that can be visually recognised and generally a design right has nothing to do with the task that an item performs. In terms of the Designs Act one can obtain protection for an aesthetic design or a functional design.

An aesthetic design is a design that performs a purely visual function, such as the pattern, shape, configuration or ornamentation of an article. The aesthetic design features are judged solely by the eye and not necessitated by the function of the article. Examples of aesthetic designs include the original design of a perfume bottle, a metal necklace, a surface decoration on a plate or the designs that appear on fabrics or cloths, such as for making clothes.

Functional designs can also apply to the pattern, shape, configuration or ornamentation of an article, but to qualify as a functional design, these must play a role in how the article performs. Functional designs include integrated circuit topographies using electronic equipment, levers, tyre treads, clamps and cogs.

The important thing about registering a design is that registration will only be granted if the design is novel. In other words, the design must not be identical to any other design

that may have been disclosed to the public elsewhere in the world. Generally a design is likely to be original unless it is copied from another article (in which case it would not be new). So to achieve this novelty aspect, the design should have its own individual character.

The value of design rights lies in the statutory protection that they offer. A registered design will enable you to prevent third parties from making, importing, using or disposing of articles that embody your registered design (within the class in which the design is registered).

Registering a design is also a useful step towards protecting one's rights in a wider sense. In other words, one can use the design registration protection along with other forms of intellectual property protection. A very useful illustration is that of the Coca-Cola bottle. In 1915, the then in-house lawyer for the Coca-Cola Company in Atlanta suggested that in order to distinguish its cola product from the growing number of competitors, it would be wise for the Coca-Cola Company to have a distinct new packaging for its product. Thus was born the shape of the well-known Coca-Cola bottle. Protection was first obtained in the United States for a design (known as a design patent in the US). This would last for 14 years. During the 12th year of the monopoly, the Coca-Cola Company then applied to register its very distinctive bottle shape as a trademark. This bottle-shaped trademark has been registered in virtually all countries across the world.

Trademarks are another way of protecting intellectual property rights. A trademark can cover a word (such as Coca-Cola) or a logo without wording (such as the KFC logo), but it also covers various other shapes or designs. This is why it is possible to register the shape of the Coca-Cola bottle as a trademark. To do so means that one can then gain protection under the Trademarks Act. Unlike designs, trademarks last for 10 years and can be renewed at 10-yearly intervals in perpetuity. This is why we have some trademarks that have been with us for many years – for instance Otis, Kellogg's and Marmite.

Apart from design rights and trademarks, it is also possible to gain protection under the Copyright Act, which provides automatic protection for any work that is new. The Copyright Act covers literary works (such as books or articles), artistic works (such as drawings, logos or designs) and musical works (such as jingles). In order to ensure adequate protection, and because there is no registration of copyright, the creator of any copyrighted work must clearly date the new work and put his or her name on it. This is so that it can easily be proved who the creator of a particular work is and when it was created.

So with this brief overview of the various aspects of intellectual property and the need to bundle one's rights, we appeal to all creative thinkers and designers: Please remember to protect your intellectual property rights. Make sure that you are taking the necessary steps to protect your ideas and make money from them.

TEAM CHANGES AND A BABY B-O-O-M

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Never a dull moment at the Cape Craft & Design Institute! Two of our staff members – **Ann Weyer** (Enterprise Development & Training) and **Mano Reddy** (Manager Centre for Innovation) have left to pursue other opportunities (*photo right*). We thank them for their hard work and enthusiasm and wish them great success in their future ventures.



Two more of our staff members - who happen to be twins, to the day and year! – **Mandisa Dambile** (Finances) and **Nicola Dolby** (Market Access) – are due to deliver their babies within 7 days of each other, or closer (*photo below left*). Mandisa will be returning after her maternity leave, but Nicola will be pursuing a part-time occupation. We can't wait to show you the babies!

We have been interviewing for the posts of Ann, Mano and Nicola, and will announce the new incumbents in a future newsletter.

We do have a brace of other babies to show off, though...! It all started with **Jan Lloyd** from Kultja, who often does show design and styling work for the CCDI; then the 'bug' spread to **Xoliswa Phenya**, who is back from maternity leave; and then **Derrick Senteni**, crafter, board member and show stylist, (well his wife really) caught the baby fever, followed shortly by **Mandisa** and **Nicola**. And, we have it on good authority that a **CCDI board member** is on maternity leave, and our **media consultant** will have a baby to boast about in September! That's 7 babies, all connected to the CCDI! Scary - or a good sign of new things to come. As Erica says: 'We're not just job creating – we're PRO-creating...'



Twins - Mandisa and Nicola



Jan and Isabella



Xoliswa and Lusakhanya



Derrick and Isakhanya

Training Opportunities

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ENTERPRISE DEVELOPMENT AND RURAL OUTREACH PROGRAMME

Due to the change of staff at the CCDI, some of the dates for product development, training and marketing events have yet to be finalized. However, the following can be announced:

1. The Winter school will again take place in the June/July holiday, to be able to utilize the training facilities of the Cape Peninsula University of Technology.
2. Proposed monthly workshops will take place; these could focus on Design, Product Development and Business Development; watch 'this space'.
3. Small Business Week CTICC, 21st – 23rd August 2008.
4. If you live in the rural areas of the West Coast, Eden and Central Karoo, the Rural Outreach Officer is finalizing his outreach programme. At present his work schedule involves:
 - 1st week of every month - Cape Town
 - 2nd week of every month - West Coast
 - 3rd week of every month - Central Karoo
 - 4th week of every month - Eden
 - Starting March he will visit Saturday craft markets in the regions every 3rd month, to make contact with crafters.
 - Contact Lyndon Metembo on 0728495090 | metembo@cput.ac.za.

NQF5 GRADUATION



A group of learners completed a year-long course in Craft Operational Management at NQF5 level. fltr: Brian Adams (trainer); students Janine Adriaanse, Andrea van Wyk, Matanzima Baleni, Lindelwa Tati, Tumeka Ntsaluba, Mignon Hattingh, Herna Adams and Mia Verwey; Ann Weyer, Mel Hagen (CCDI chairperson), Patrick Brink (trainer) and Fred Duvenage (MAPPP-SETA Education & Training Quality Assurance).

TECHNOLOGY STATION IN CLOTHING AND TEXTILES SHORT COURSES

The Technology Station in Clothing and Textiles provides support to the clothing and textile industry to improve innovation and competitiveness.

A number of exciting short courses are scheduled for 2008. i.e. Sewing mechanics, Introduction to textiles, pattern construction, sample development etc.

Training programmes can also be customised to suit a specific requirements.

To receive the full 2008 Training calendar/brochure, contact Caroline Elston Tel: 021 959 6075; elstonc@cput.ac.za

LI EDELKOORT TREND SEMINAR

In March 2008, Li will - for the third year running - be VISI's guest speaker in Cape Town and Johannesburg. In her latest talk, 'Unplugged', Li reveals the fashion and textile trends for Summer 2009, while her lifestyle presentation zooms in on the latest trends in design, decor and architecture. Li's presentations detail the concepts, shapes, materials and colours that will be important for seasons to come.

COST: R750 per person (including refreshments and a goodie bag). For more information please contact: Raiël le Roux: raiel.leroux@newmediapub.co.za.

TEXTILE DYING WORKSHOPS

Textile artist Fai-qah Abrahams, who has studied dye technology and batik resist art in Malaysia and Indonesia is offering a textile dyeing workshops to artists, crafters, community art/craft organisations, textile artists and designers, surface pattern design students, etc.

This will be a practical workshop on utilizing and manipulating chemical dye processes on cotton, muslin and silk material. Participants will explore and experiment, using synthetic dyes-techniques, including resist dyeing, silk painting, discharge, stamping and stenciling. The cost for 3 morning sessions is R650.00; the venue is the Lydia Williams Centre, c/n Phillips and Chapel Street, District Six.

To book for this workshop contact Fai-qah Abrahams on 021-531-5577 | 076-802-0554 | faiqahabrahams@yahoo.com before 8 February 2008.

RUTH PROWSE SCHOOL OF ART OUTREACH

The Ruth Prowse School of Art is offering classes on Tuesdays from 10.00 to 3:00 pm. The skills to be taught are Module 1 Textiles, Module 2 Beads and Module 3 Paper. Call Mignon Hattingh on 021-447-2492 | 082-972-4270 | mhatting@ruthprowse.co.za.

BUSINESS PLACE PHILIPPI BUSINESS COURSES

The Business Place Philippi is offering a series of business courses during February and March 2008, to be run at their premises corner Lansdowne & New Eisleben Roads, behind Shoprite. Bookings can be made in advance or 30 minutes before the workshop starts. The workshops cost R10 each, and run from 10h30-12h30. From 10-14 March a Micro MBA Course will be offered, which runs from 9h00-16h30, at a cost of R100. For more information on all courses contact: 021-371-3350 | vuyon@tbp.co.za or bukhosin@thebusinessplace.co.za.

Programme

5 Feb Tues	First steps to starting your business
6 Feb Wed	Testing & Developing Your Business Idea
7 Feb Thurs	Essentials of a business plan
12 Feb Tues	Tendering
13 Feb Wed	Market Research
14 Feb Thurs	Business Communication
19 Feb Tues	Legal Knowledge
20 Feb Wed	How to raise finance for your business
21 Feb Thurs	Basic Financial Record keeping
26 Feb Tues	Costing & Pricing
27 Feb Wed	Money Management
28 Feb Thurs	Management Skills for a small business
4 Mar Tues	First steps to start your business
5 Mar Wed	Company Registration
6 Mar Thurs	Essentials of a business plan
11 Mar Tues	Tendering
12 Mar Wed	Marketing
13 Mar Thurs	Customer Service & Relations
18 Mar Tues	Selling
19 Mar Wed	How to raise finance for your business
20 Mar Tues	Basic financial recordkeeping
25 Mar Tues	Costing & pricing
26 Mar Wed	Entrepreneurship
27 Mar Thurs	Money Management

Retailing Events Programme for 2008

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EVENTS CALENDAR: February - June 2007

Date	Event Name	Event Type	Venue
Local & National Events facilitated by the CCDI – Stands within these events fall under the banner & management of the CCDI. Crafters will be required to submit samples or retail stock.			
23 – 26 Feb	Design Indaba	Trade Show	CTICC, CT
28 - 29 Mar	Cape Town International Jazz Festival	Consumer Show	CTICC, CT.
25 - 28 Apr	Decorex Cape	Trade/ Consumer Show	CTICC, CT

OTHER EVENTS: February – June 2007

Date	Event Name	Event Type	Venue
Local & National Events not facilitated by the CCDI – Individual craft businesses might wish to participate under their own banner. For specific event organisers' details, contact Xoliswa on 021-460-3562 phenyax@cput.ac.za .			
21 - 24 Feb	Homemakers Expo Jhb	Consumer Show	Coca Cola Dome, Jhb
27 – 29 Feb	Meetings Africa	Trade Show	Sandton Convention Centre, Jhb
26 – 28 April	Cape Town Festival	Craft Market	Cape Town
13 - 15 Mar	SARCEA International Jhb	Trade Show	Gallagher Estate, Midrand, Jhb
13 – 16 Mar	Decorex KZN	Trade/ Consumer Show	Albert Luthuli Convention Centre, Dbn
21 – 29 Mar	Klein Karoo Nasionale Kunstefees	Craft Market	Oudtshoorn
25 Apr – 5 May	Design for Living	Consumer Show	Good Hope Centre, CT
10 – 13 May	Tourism Indaba	Trade Show	Albert Luthuli Convention Centre, Dbn
15 – 18 May	Good Food & Wine Show	Consumer Show	CTICC, CT
tbc	Your Baby Show	Trade/ Consumer Show	Good Hope Centre, CT
28 – 30 May	Hostex Cape	Trade Show	CTICC, CT
14 - 17 Jun	Cape Town Book Fair	Consumer Show	CTICC, CT
26 Jun – 5 Jul	National Arts Festival	Craft Market	Grahamstown

Glossary of Terms:

Trade Show = Only samples are displayed on the stand, to interest buyers, with the intention of securing medium- to large-scale orders.

Consumer Show = Stock for retail within the stand. Direct sales to the public.

Trade/ Consumer Show = A mixture of the above. **Craft Market** = Normally outdoors. Direct sales to the public.

Bulletin

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LOOKING FOR A CMT? CLOTEX CAN HELP YOU

Clotex is the representative body for small Cut Make and Trim companies in the Western Cape. Service Offerings include business management/Technical training, access to information and advice, referrals to partners, database information/supply (business Linkages), mentoring/coaching, consulting, project management, facilitation, clustering/benchmarking and industry related issues. If you need advise on getting the right CMT or training and mentoring for your small clothing manufacturing business please contact Clotex on 021-686-0522 | www.clotex.co.za.

JOBS JOBS

Thembisa Mdzewu has experience in ceramic hand-building, coil building and ceramic painting. She worked for a project that created vessels for The Body Shop, which has since closed down. If you could employ her in a ceramic business, contact her on 073-359-5158.

The Potters' Shop and Studio is looking for two male ceramic painters. Contact Chris Silverston on 021-788-7030 | silverston@gem.co.za.

LOUBEAR MOHAIR – FULLY SA PRODUCT

A small specialized weaving mill, manufacturing mohair fabric for handcrafted teddy bears since 2005, would like to become more known to local crafters as a supplier of mohair fur. The fabric is produced fully from South African Mohair and the dyeing and surface finish of the fur is done by hand. The fabrics are sold mainly through their website locally and internationally. They believe the fabric can be used for many more items, i.e. hats, handbags, accessories and other soft toys. As crafters come up with interesting ideas they would gladly provide them with material for prototypes at a minimal cost. For more information visit their website or contact Bernhard Kossmann, LouBear Mohair, PAARL Tel/Fax 021 8681837 | 0846785163 | sales@loubear.com | www.loubear.c